

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 003252

E.O. 11652: N/A

TAGS: BEXP, BTRA, JA

SUBJECT: FOREIGN BUYER PROGRAM: AMERICAN TOY FAIR

--- ATTN: JOHN R. MALOTT

REF: A. TOKYO 12821; B. TOKYO 15486

1. USDOC HAS CONTACTED SHOW EXHIBITORS RE INTEREST MEETING JAPANESE GROUP. 40 EXHIBITORS REPRESENTING 80 FIRMS HAVE EXPRESSED INTEREST. LIST BEING SENT SEPARATE COVER O/A JANUARY 8 SHOWING PRODUCT LINES AND EXPORT INTEREST. TO EXTENT TIME PERMITS, EXHIBITORS BEING REQUESTED BY PHONE TO AIRMAIL PRODUCT LITERATURE MALOTT APO 96503.

2. AFTER RECEIVING EXHIBITOR LIST PLS INDICATE APPOINTMENTS DESIRED BY INDIVIDUAL GROUP MEMBERS WITH U.S. FIRMS. WITH ONLY 3 DAYS AVAILABLE AND EXHIBITORS SCATTERED 4 LOCATIONS PRECISE APPOINTMENT SCHEDULE NECESSARY.

3. REF B, PARA 2, DOC PROJECT OFFICER REQUESTS ASAP NAME, BUSINESS AFFILIATION, PRODUCT AND BUSINESS INTEREST EACH GROUP MEMBER.

4. REF A, PARA 6, PROJECT OFFICER WILL HANDLE REGISTRATION
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AND PREPARATION BADGES DIRECTLY WITH SHOW MANAGER UPON

RECEIPT INFO REQUESTED PARA 4. BADGES, APPOINTMENT
SCHEDULE, ETC., WILL BE DELIVERED GROUP AT HOTEL UPON
ARRIVAL FEBRUARY 16.

5. REF A, PARA 5, DOC CANNOT ASSURE BUYERS THAT ALL U.S.
EXHIBITORS CALLED ON WILL BE INTERESTED IN SMALL VOLUME
SALES. HOWEVER, NO EXHIBITORS REPLYING TO OUR LETTER
HAS INDICATED THAT HE WOULD NOT REPEAT NOT BE INTERESTED
IN SMALL VOLUME SALES.

6. WILL GROUP HAVE TOUR LEADER OR TRAVEL ESCORT? IF SO
PLS ADVISE NAME. AIRLINE, ARRIVAL TIME NEW YORK AND NAME
HOTEL WHERE GROUP WILL STAY IS ALSO NEEDED. DOC PROJECT/
ESCORT OFFICER PLANS STAY SAME HOTEL. KISSINGER

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